

A SPECIAL EDITION OF **WWD**

BEAUTYINC

BEAUTY'S
MOST
POWERFUL
BRANDS

THE 28-YEAR-OLD
SHAKING UP FINE
FRAGRANCE

SKY-HIGH
VALUATIONS AND
THE VENTURE
CAPITALISTS
WHO LOVE THEM

MADE TO MEASURE

HOW JUSTIN STEWART AND A NEW
GENERATION OF DATA SCIENTISTS ARE
REINVENTING SOCIAL MEDIA ANALYTICS



How they met: Through mutual acquaintance Blythe Jack at TSG Consumer Partners.

BRITTA COX

FOUNDER,
AQUIS

● **I BELONGED** to a ceo group for years. That was helpful, because we had a lot of common issues, but when you're trying to build a beauty brand, you need tactical insights, from margins to distribution strategy to marketing. Everything is changing so fast, and to keep up with what's going on you want to be able to talk to your peers about what they're seeing in real time. Is influencer marketing working? Has the bubble burst? Dara and I are super open with each—we compare notes and share potential resources. It's all about having someone who is in the trenches and can relate to your decision path and help you cut to the chase.

DARA LEVY

FOUNDER,
DERMAFLASH

● **IF ANYONE TELLS YOU** building a business is easy, they're lying. It's difficult to start a brand from scratch and propel it to the next phase by yourself. Britta and I are two strong women trying to conquer the beauty world, and it's nice to have someone who can relate to everything—the good, the bad, the ugly, the beautiful. When Britta went on QVC for the first time, for example, I talked to her about thinking of the camera as your next-door neighbor, how to relate to your customers, how to deal with the roller coaster emotionally that is QVC. I try to be as helpful as I can.

Britta Cox and Dara Levy